



OCBA BOARD OF DIRECTORS MEETING

Monday, May 7, 2018. 8:30 a.m. Berkley Manor

Called to order 8:37

BOARD MEMBERS IN ATTENDANCE:

Justin LeBlanc

Wayne Clark

Ashley Harrell

John Giagu (arr. 9:10 am)

Martha Garrish

Chip Stevens

Phoebe Kot

Helena Stevens - Travel and Tourism Director

Kathryn Waldrop - Administrative Assistant

Absent: Rudy Austin and Ashley Harrell

Additions to Agenda: Wayne Clark requested that “improvements to little visitor center” and “telephone hotline” be added as agenda items. The board agreed.

Minutes: Edits were made to the April 9, 2018 meeting minutes including adjustment of Executive Director job description to remove sentences describing non-implementation of events. Motion to approve minutes as modified made by Martha, seconded by Wayne. A motion to approve the March 12, 2018 meeting minutes by Wayne, and seconded by Martha. Motion approved and carried.

Old Business:

OCBA Budget Revisions:

The OCBA budget committee (Wayne, Martha, and Justin) met on May 6 to discuss budget edits. The Occupancy Tax Board did not grant the OCBA full funding request. OCBA has to cut \$29,000 from the budget requested. The budget committee’s recommendation is that the OCBA does not request additional funds from the OTTDA. The OTTDA had expressed concerns in multiple meetings about fully funding the salaries of the Executive Director and the Administrative Assistant positions. The budget committee proposes that the OTTDA pay 70% of the salaries and 30% from OCBA generated funds.

OCBA / OTTDA Contract:

Attorney Bob Kornegay was contacted to review the contract between the OCBA and the OTTDA. **The board will send Mr. Kornegay comments back to the county attorney.** This to be done after Mr. Kornegay reviews the final draft from OTTDA and the comments are reviewed

by the OCBA board. How to prove the efficacy of the advertising program is an area to review further in the contract. **Martha to request the OTTDA's final contract.** The board discussed putting Mr. Kornegay on retainer. **Helena will communicate with Mr. Kornegay on what the mechanics of the process going forward and will send out his comments to the board.**

Hiring of Executive Director & Bookkeeper:

The personnel committee (Justin LeBlanc, Daphne Bennink, and Bob Chestnut) does not want to conduct interviews until the OTTDA-OCBA contract is signed. The personnel committee has received 6 applications for the Executive Director position. The committee decided on three applicants to be further considered. **Justin to speak to Bob and Daphne about expediting the interview process.**

Wayne Clark has reviewed the six resumes submitted for the bookkeeping position. Wayne suggested that two of the candidates have the qualifications needed and should be interviewed. **Wayne will discuss the candidates further with Helena due to the fact they will be reporting to the Executive Director position. Wayne to send the applicants resumes to the personnel committee.** Justin proposed that Wayne and he interview the candidates and invite Bob and Daphne to attend.

King Fish Cup Tournament:

Ashley Harrell was unable to attend meeting. This topic will be discussed at the next board meeting on June 11, 2018.

Letter to Secretary of Transportation:

Justin sent a letter to the Department of Marine Fisheries and the Department of Transportation about enhancing the existing artificial reefs. There has been no response yet.

Letter to Dignitaries (BPJ Festival):

Chip has mailed the letter to the dignitaries inviting them to attend the Pirate Jamboree Festival. **Kathryn will send to meeting of the chairs, and send letter to organizations about requesting funding from OTB via Growthzone.**

Contract for Interim Executive Director:

Wayne has signed the contract for Helena as the Interim Executive Director. The position goes from April 1 until the position is filled.

Civic Affairs Meeting – May 9, 2018:

The agenda for the Civic Affairs meeting will include updates on the passenger ferry, the OCBA budget, the Community Square parking lot, and Hyde County tram. Justin will conduct the meeting and encouraged board members to attend. The meeting will be held at the Berkley Manor.

New Business:**Results of the OCC Tax meeting:**

The OTB granted \$29,000 less than what the OCBA requested. **The Budget committee will send an email with full recommendations to the board.**

Blackbeard happenings in Bath:

Kevin Duffus, Blackbeard historian, has been working with Ocracoke and Bath to help orchestrate the Blackbeard festivals. Because of the two events being held within weeks of each other, there is an opportunity to get more interesting pirate crews at cheaper costs. There is a possibility of getting the Pirates of the Caribbean Disney band, Rusty Cutlas, at this year's Blackbeard Pirate Jamboree. **Chip suggested that the OCBA acknowledge Kevin's assistance with a thank you letter or a plaque.**

Events Committee Update:

The square dance on 4th of July may need to be moved to the Berkley Barn at a discounted rate if the Community Square is unfit for the event. The community bonfire has been moved to July 5th. The stilt walkers will no longer be included in the 4th of July event due to budget cuts. Emerald Owl Productions and OCBA may sponsor two small events prior to the July 4 Glow Party to increase excitement and awareness of the July 4th event and provide an income generating opportunity for the OCBA. These two events would be at no cost to the OCBA. Emerald Owl Productions and OCBA would split any profit made from these small events.

Telephone Hotline:

Wayne is concerned about how to better accommodate visitors at the Hatteras ferry. There are long lines that can deter day trippers from coming to Ocracoke. **The board will speak to the ferry division about adding a recorded message or asterisks on the ferry schedule suggesting the best times to travel. Kathryn and Helena to add more text into the visitocracokenc.com website ferry category.**

Little Visitor Center:

Helena to purchase an open flag to hang on the little visitor center in community square. Helena will talk to Scott Bradley about adding the visitor center to the sign that lists all the businesses. Martha to look into finding the physical address for the little visitor center.

EMS building:

Justin will be attending the County Commissioner's meeting and will see what they discuss about the new EMS building. He will raise the issue to the commissioners about the design.

Dropbox:

The OCBA minutes and the OTTDA minutes will be shared with Donnie Schumate through Dropbox. Donnie will be putting the minutes and agendas onto the county website.

TTDA Report

VisitNC Database Update:

Ocracoke's venues and events will be expanded upon in the visitnc database with more information and pictures.

Element Advertising Campaign:

The advertising statistics for Ocracoke have increased. The April campaign is in place with Element Advertising and they send reports with the results of the "geofencing" being done. The OCBA not having a physical address can interfere with SEO rankings. **Martha will pursue getting the little visitors center a physical address. Helena will research getting a rack card wall at the NPS visitor center.** Helena suggested that we collect data on the visitors so we may see where people are coming from. Justin suggested that at the "meeting of the chairs" we ask that everyone share their mailing lists. This way we will have the most up to date information on our visitors. **Helena to look into getting a information booth at any upcoming festivals including the Ocracoke festival.** A potential idea is to raffle for prizes and use that to get visitors information.

Treasurer's Report:

The checking account balance is currently has \$54,868. An adjustment of \$16,648 (decrease in funds) needs to be considered relative to an over payment of Occupancy Tax Funds. The remaining balance in the checking account is a total of \$38,219. The CD Amount = \$34,000

Meeting Adjourned 10:07